

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

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REPLY TO: 3140 Programs, Cooperative

MAY 25 1977

SUBJECT: 1978 CFFP Order Form

TO: Regional Foresters; Area Directors; Station Directors;
State Foresters; Bureau Chiefs, Department of the Interior;
and Executive Director, Canadian Forestry Association



CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 15, 1977

USE THIS FORM, with the enclosed campaign guide, to order all your 1978 cooperative forest fire prevention materials. Prices quoted are our best estimate of break-even costs and include prepaid delivery charges to one location for each State Forester, NFS Region, S&PF Area, Experiment Station, USDI agency, and Canada.

STATES should send their orders to the appropriate Region or Area office for transmittal to Washington.

STANDARD PACK requirements apply ONLY to consolidated orders from State Foresters, Regional Foresters, USDI agencies, etc. The individual District Ranger, District Forester, Forest Supervisor, etc., may order only what he needs according to his unit's instructions. Standard Pack will be the rule for consolidated orders.

CREDIT LINES for all Forest Service orders will be limited to agency identification. State Foresters, USDI agencies, and Canadian Forestry Association may have one credit for orders of 1,000 or more pocket planners (78-CFFP-29) and 5,000 or more litterbags (78-CFFP-30).

Materials ordered will be obligated against FY 1978 funds. The WO will request transfer of the full amount obligated early in FY 1978.

Please contact Donald T. Hansen (703) 235-8040 if you have questions relating to your 1978 order.

For Philip L. Thornton
PHILIP L. THORNTON
Deputy Chief

Enclosure

ORDER FORM

1978 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM:

Name, Title, Organization, Phone Number

SHIP ORDER TO:

(NOTE: Use Freight Address Only; No P.O. Boxes Please)

CREDIT LINE (Items 29 and 30 only)

1978 Item No.	Description	Quantity	Price/ Std. Pk.	Total \$\$\$
1a	Basic Poster, 13" x 18 1/2", paper, std. pack 500		35	
1b	Basic Poster, 13" x 18 1/2", cardboard, std. pack 250		18	
2a	Debris "How-to", 13" x 18 1/2", paper, std. pack 200 .		20	
2b	Debris "How-to", 13" x 18 1/2", cardboard, std. pack 200		20	
3a	Debris Burning, 13" x 18 1/2", paper, std. pack 200 ..		20	
3b	Debris Burning, 13" x 18 1/2", cardboard, std. pack 200		20	
4	School Poster, 7" x 10", paper only, std. pack 500 ..		20	
5	Special Poster, Butterflies, 20" x 30", std. pack 200		15	
6	Special Poster, Flower, 20" x 30", std. pack 200		15	
7	Special Poster, Leaf, 20" x 30", std. pack 200		15	
8	Special Poster, Bird, 20" x 30", std. pack 200		15	
9	Teacher's Poster, 13" x 18 1/2", std. pack 100, each .		60¢	
10	Teacher's Poster, 19" x 24", std. pack 100, each		60¢	
11	Sticker, std. pack 500		16	
12	Bookmark, std. pack 500		3	
13	Key Fob, std. pack 50		26	

1978		Price/	Total
Item No.	Description	Quantity Std. Pk.	\$\$\$
14	Stamps, blocks of 4, std. pack 1,000	2	
15	Coloring Sheet, std. pack 500	5	
16	Balloon, std. pack 500	15	
17	Bookcover, std. pack 500	55	
18	Wall Calendar, std. pack 25 (price is each)	60¢	
19	Vinyl Sticker, std. pack 100	13	
20a	"Make Campfires Safe" Folder, std. pack 1,000	15	
20b	"Safe Debris Burning" Folder, std. pack 1,000	15	
20c	"Fire Safety Outdoors" Folder, std. pack 1,000	15	
21	Note Pad, 5" x 8", std. pack 250	37	
22	Desk Set, std. pack 12	70 doz.	
23	Placemat, paper, std. pack 1,000	21	
24	Teacher Kit (folder & 3 items), std. pack 100	30	
25	"True Story" Comic, std. pack 500	23	
26	"Smokey the Bear" Song Sheet, std. pack 1,000	10	
27	You and Forest Fires, std. pack 1,000	70	
28	Story of the Forest, std. pack 500	23	
29	Pocket Planner, (datebook), std. pack 1,000	157	
30	Litterbag, plastic, std. pack 1,000	26	
31	Litterbag, paper, std. pack 1,000	21	
32	Name Tag, adhesive back, std. pack 1,000	8	
33	Wallet Card, std. pack 1,000	6	
34a	Sign, reflective, 44" x 16", "Prevent Forest Fires" (each)	35	
34b	Sign, reflective, 44" x 16", "Prevent Range Fires" (each)	35	
35	Coaster, std. pack 500	3	

1978 Item No.	Description	Quantity	Price/ Std. Pk.	Total \$\$\$
36	Pocket Protector, std. pack		34	
37a	Bumper Strip, "Prevent Forest Fires", std. pack 100 ..		21	
37b	Bumper Strip, "Prevent Range Fires", std. pack 100 ...		21	
37c	Bumper Strip, "Use Your Ash Tray", std. pack 100		21	
37d	Bumper Strip, "I Think I Love You", std. pack 100		12	
38	"Junior Forest Ranger Handbook", std. pack 400		30	
39	Button, "Smokey Bear is Alive & Well", std. pack 1,000		106	
40	Smokey Bear Citation, price is each		15¢	
41	Ruler, std. pack 1,000		40	
42	"I Think I Love You Smokey Bear", patch, std. pack 25		29	
43a	"Please Be Careful - Protect our Forests", patch, std. pack 25 ...		16	
43b	"Please Be Careful - Protect our Forests", vinyl decal std. pack 100 ..		10	
44	Smokey Bear Appreciation Award, price is each		5	
45	"Please Be Careful - Prevent Forest Fires", patch, std. pack 25 ...		11	
46	"I Think I Love You Smokey Bear", decal, std. pack 100		12	
47a	"Prevent Forest Fires", patch, std. pack 25		5	
47b	"Prevent Forest Fires", vinyl decal, std. pack 100 ...		5	
48	Sign, reflective, 5'00" x 7'5" (price is each)		234	
49a	Sign, fiberglass, 18" x 24" (price is each)		5	
49b	Sign, fiberglass, 7" x 9", (price is each)		1.50	
50	Lapel Tab, foldover metal, std. pack 1,000		10	
51a	Fire Danger Smokey Poster, left hand (each)		11	
51b	Fire Danger Smokey Poster, right hand (each)		11	
52	Fire Danger Adjectives, reflective (price per set of 5)		43	

TOTAL VALUE OF ORDER _____

CHARGE APPROPRIATION _____

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

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REPLY TO: 1620 Public Involvement Programs

September 15, 1977

SUBJECT: 1978 CFFP Campaign Guide



TO: Willard R. Tikkala, Director
CFP

We recently obtained a copy of the 1978 CFFP Campaign Guide and order form distributed with your 3140 letter of May 25, 1977.

As you know the Chief adopted a new policy on the free distribution of Smokey Bear and Woodsy Owl campaign materials earlier this year. This policy was published in FSM 1620.3 in May of this year, about the time of your above referenced letter.

We note that the campaign guide does not indicate those items approved for free distribution as promotional material and those items limited to use within the Forest Service and grantees' or cooperators' organizations as required by the new policy. Therefore, in order to comply with the policy and avoid confusion on the part of our field offices, cooperators, and grantees, we suggest this be done at this time. This could be accomplished by letter to the same addressees as your May 25, 1977, letter with an attachment listing all of the campaign items and, by footnotes, indicating whether each item is intended for free distribution as promotional material, for free distribution to teachers or other educators as educational materials, or for use within the Forest Service and grantees' or cooperators' organizations. The draft letter and attachment should be reviewed by OI, AS, and F&AM Staffs prior to distribution per FSM 1620.31.

Bill

WILLIAM L. RICE, Director
Fiscal and Accounting Management

cc: OI
AS
Fiscal Mgmt.

SMOKEY'S

1978 CAMPAIGN



**CONSOLIDATED
ORDERS
DUE
IN
WASHINGTON, D.C.
BY
AUGUST 15, 1977**

Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture, Forest Service

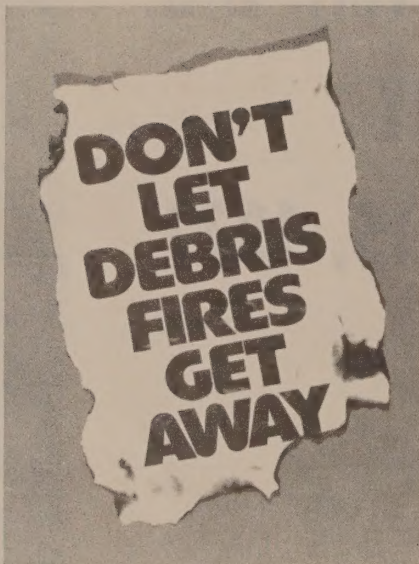
Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme is "BACK TO BASICS". Several brand new items (***) are presented to fill special needs.



78-CFFP-1 Basic Poster - 13" x 18 1/2". This basic theme will be carried throughout the entire campaign, including radio and T.V. Order (1a) for indoors, and (1b) for outdoors.



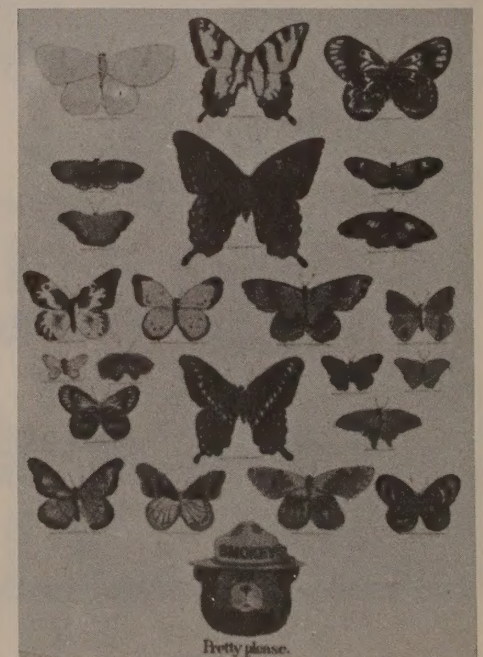
78-CFFP-2 Debris "How-to" 13" x 18 1/2". Shows correct way to burn debris. Order (2a) for indoors and (2b) for outdoors.



78-CFFP-3 Debris Burning - 13" x 18 1/2". Focuses attention on problem of wild-fires caused by escaped trash fires. Order (3a) for indoors, (3b) for outdoors.



78-CFFP-4 School Poster - 7" x 10". Paper only.



78-CFFP-5 Special Poster - Butterflies. 20" x 30"



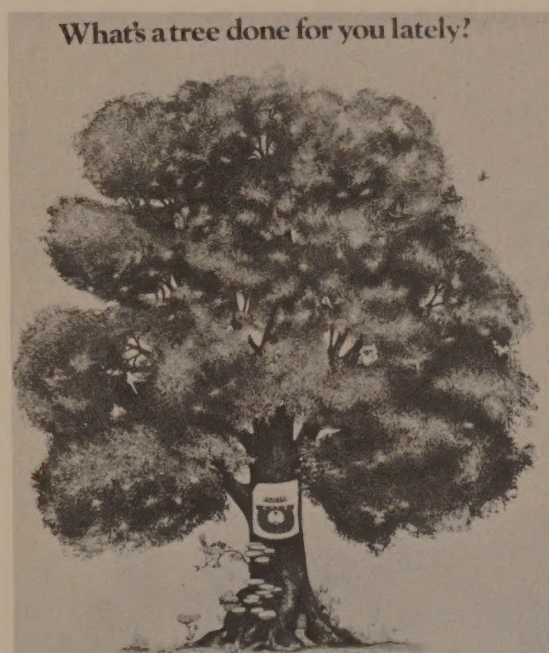
78-CFFP-6 Special Poster -
Flower 20" x 30"



78-CFFP-7 Special Poster -
Leaf 20" x 30"



78-CFFP-8 Special Poster -
Bird 20" x 30"



78-CFFP-9 Teacher's Poster -
13" x 18 1/2"



78-CFFP-10 Teacher's Poster
Cut out for standing display
19" x 24"



78-CFFP-11 Sticker - A
pressure-sensitive, ad-
hesive-backed design



78-CFFP-12
Bookmark



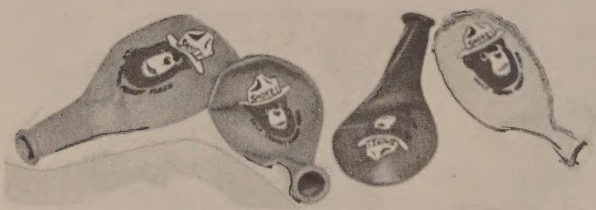
78-CFFP-13 Key Fob



78-CFFP-14 Stamps - Block of four, gummed and perforated.



78-CFFP-15 Coloring Sheet.



78-CFFP-16 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.



78-CFFP-18 Calendar - 14" x 19 1/2" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.



78-CFFP-17 Bookcover - Colorful, water-resistant protection for books.



78-CFFP-19 Vinyl Sticker - 7" x 9".
Use wherever a highly visible self-
stocking prevention message is
needed. Black copy on yellow.



78-CFFP-20 "How to" Folders - Helpful
tips with illustrations. Order (19a)
for "Make Campfires Safe", (19b) for
"Safe Debris Burning", and (19c) for
"Fire Safety Outdoors."

78-CFFP-21 Note Pad - Include a
simple fire prevention reminder
with your informal correspondence
(5" x 8", 50 sheets/pad).



78-CFFP-22 Desk Set - Easily adapted
for use as an award to local coopera-
tors. 8" figure mounted on a wood
base with ball point pen.



78-CFFP-23 Placemat - Use this attractive
paper placemat at community dinners, church
socials, etc.

- 78-CFFP-24 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classroom.
- 78-CFFP-25 "True Story" Comic Book - The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.
- 78-CFFP-26 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.
- 78-CFFP-27 "You and Forest Fires" - a 16-page 2-color adult-level pamphlet on wildfires and how they affect people.
- 78-CFFP-28 "Smokey Bear's Story of the Forest" - 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.
- 78-CFFP-29 Pocket Planner - 1978 date book, conservative, 2-color design, pocket size (3 1/2 x 5 1/2"), plastic cover, fire prevention message on each page.
- 78-CFFP-30 Litterbag - poly plastic, 9" x 12", printed one side, "Keep America Green and Clean".
- 78-CFFP-31 Litterbag - paper, 9" x 12", printed with illustrations on both sides that are suitable for children to color.
- 78-CFFP-32 Name Tag - 3 1/2" x 2 3/8", comes in packs of 100, pressure-sensitive adhesive on back.
- 78-CFFP-33 Wallet Card - A handout item for field or public appearance contacts.
- 78-CFFP-34a&b - Sign, 44" x 16", reflective 2-color, on aluminum, (34a) "Prevent Forest Fires" and (34b) "Prevent Range Fires".
- 78-CFFP-35 Coaster - Absorbent 2-color accessory to placemat.
- 78-CFFP-36 Pocket Protector - heavy gauge plastic. Protects pocket and pushes prevention.
- 78-CFFP-37a,b,c,&d Bumper Strips - ReflectORIZED, fluorescent, 2-color, Smokey's head plus (37a) "Prevent Forest Fires"; (37b) "Prevent Range Fires"; (37c) "Use Your Ashtray" (37d) "I Think I Love You Smokey Bear"
- 78-CFFP-38 "Junior Forest Ranger Handbook" - a workbook for use in the classroom in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.
- 78-CFFP-39 Button - "Smokey Bear is Alive & Well. Prevent Forest Fires." Excellent handout.
- 78-CFFP-40 Smokey Bear Citation - 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.
- 78-CFFP-41 Ruler - 12", wooden, a low-cost handout item for schools, fairs, etc.
- 78-CFFP-42 "I Think I Love You Smokey Bear - 3" x 4" embroidered patch.
- 78-CFFP-43a&b "Please Be Careful - Protect our Forests" - 3 3/4" x 4", (43a) embroidered patch, and (43b) vinyl decal.
- 78-CFFP-44 Smokey Appreciation Award - 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years.
- 78-CFFP-45 "Please Be Careful - Prevent Forest Fires" - 3" x 4", embroidered patch.
- 78-CFFP-46 "I Think I Love You Smokey Bear" - 3" x 4" vinyl decal.
- 78-CFFP-47a&b "Prevent Forest Fires" - 2" diameter (47a) embroidered patch and (47b) vinyl decal.
- 78-CFFP-48 Sign - 5'0" x 7'6", reflective 8-color, on aluminum.
- 78-CFFP-49a&b Sign - fiberglass, yellow with Smokey Bear head and "Prevent Forest Fires", Order (49a) for 18" x 24", and (49b) for 7" x 9".
- 78-CFFP-50 Lapel Tab - Colorful foldover metal tab.
- 78-CFFP-51a&b Smokey Bear Poster - for Standard Fire Danger Sign, 5'8" tall. Full color. Order (51a) for shovel in left hand, (51b) for shovel in right hand. For 2-way sign, order 1 of each.
- 78-CFFP-52 Fire Danger Adjectives - for Standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5). (for 2-way sign, order 2 sets.)



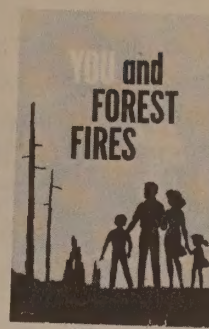
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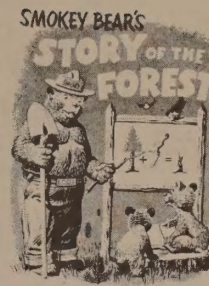
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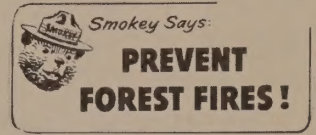
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33



34 a & b



35



36

37 a

37 b

37 c

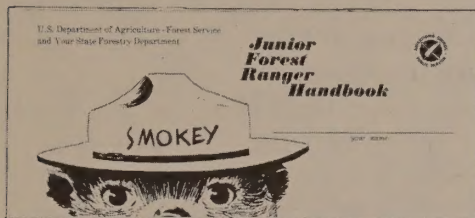
37 d



PREVENT FOREST FIRES!

PREVENT RANGE FIRES!

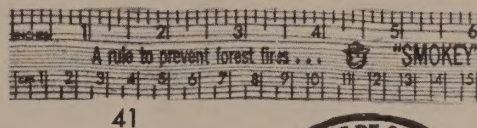
USE YOUR ASH TRAY!



38



40



41



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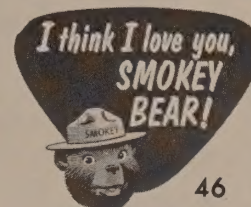
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42



43 a & b



46



47 a & b



48



49 a & b



52 FIRE DANGER ADJECTIVES

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)

51 a & b
SMOKEY BEAR POSTER

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Remember -
Only you can
**PREVENT
FOREST FIRES!**

Dear Friend:

For over 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1978.

This guide describes the materials prepared for my 1978 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than \$35 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help.
REMEMBER....ONLY YOU CAN PREVENT FOREST FIRES!

Your friend,



S M O K E Y